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## Water Purifier Market in India 2015-2019

The report analyzes and presents an overview of "**Water Purifier Market in India 2015-2019** - Research and Industry Analysis "worldwide.

### About home water purifier

Water purification is the process of removing unwanted chemicals, biological contaminants, and suspended solids and gases from contaminated water. The major use of home water purifier is to purify

contaminated water and make it fit for drinking. Purification helps reduce the concentration of particulate matter in water and hence the chance of waterborne diseases. Based on product type, home water purifiers are classified into three: RO-based water purifier, UV-based water purifier, and gravity-based water purifier.

Technavio analyst forecast the home water purifier market in India to grow at a CAGR of 23.04% over the period 2014-2019.

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### **Covered in this report**

The report covers the present scenario and future growth prospects of the home water purifier market in India for the period 2015-2019. To calculate the market size, the report considers revenue generated through the sales of home water purifiers in India.

In terms of product, the home water purifier market in India has been segmented into three:

- RO water purifier
- UV water purifier
- Gravity-based water purifier

### **Key vendors**

- Eureka Forbes
- Hindustan Unilever
- Ion Exchange
- Kent RO System
- Tata Chemical

### **Other prominent vendors**

- 3M Water Purifier
- Adhunik Cooling
- Apex
- Aqua Fresh
- Okaya Power
- Own
- Panasonic
- Propello Unno

**Key market driver :**rowing concerns about waterborne diseases

**Key market challenge :** Low penetration in rural areas

**Key market trend :** Innovation and product differentiation

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## **Table Of Content:**

### **PART 01: Executive summary**

Highlights

### **PART 02: Scope of the report**

Market overview

Top vendor offerings

### **PART 03: Market research methodology**

Research methodology

Economic indicators

### **PART 04: Introduction**

Key market highlights

### **PART 05: Market landscape**

Market overview

Market size and forecast

Value chain analysis

Five forces analysis

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## **Contact us:**

**Mr. Nachiket**

**90 Sate Street, Suite 700**

**Albany, NY 12207**

**Tel: +1-518-618-1030**

**USA: Canada Toll Free: 866-997-4948**

**Website: <http://www.marketresearchreports.biz/>**

**E: [sales@marketresearchreports.biz](mailto:sales@marketresearchreports.biz)**